

STORE HOURS: Open 9:15 A. M.; Close 6 P. M.

IT PAYS TO DEAL AT

**Goldenberg's**

BOTH SIDES OF 7TH AT K ST. 'THE DEPENDABLE STORE'

## Extraordinary Sale of \$1.00 Printed Chiffon Voiles, 40-in. wide, at 79c yd.

The Season's Choicest and Most Sought-After Dark Printings, in a Wide Array of Lovely Styles and Effects for Midsummer Frocks

A sale of several thousand yards of beautiful new Printed Voiles in which high quality merchandising is linked with pronounced savings—as the result of a timely underprice purchase. Women who need new summer frocks will not miss this wonderful opportunity.

These handsome Printed Voiles are made of the finest selected yarns, extra soft chiffon finish, and in fineness of texture, appearance and "feel" look like the finest georgette crepe. The patterns are exact reproductions of the designs shown in georgette selling at double the money.

Extensive variety of the very newest effects—principally in the exquisite dark grounds, including plenty of navy blue, gray and Copenhagen—which are generally used this season for fashionable dresses. Width, 40 inches. Sale price, 79c yard.

### 50c Beautiful Printed Voiles 36c

38 and 40 inches wide at . . .

There never was such a season for voiles—their popularity is universally recognized. In tomorrow's sale you can secure several attractive summer dresses at much below their true value. A wonderful range of charming new styles to select from, including scores of dainty colorings in light grounds, with stripes, checks, plaids, broken checks and figures predominating. Extra fine sheer two-ply grade—38 and 40 inches wide—at only 36c a yard.

**35-inch Crepe de Chine, 48c**  
Crepe de Chine, a beautiful silk and cotton weave with the same finish and texture of the expensive all-silk material. In a complete assortment of all wanted colors and evening shades; also plenty of black and white.

**79c Colored Chiffon Voile, 69c**  
44-inch plain-color Chiffon Voiles, a fine sheer two-ply grade, with beautiful soft chiffon finish. Shown in a good assortment of street and evening shades; also black.

**59c Printed Voiles, 49c**  
40-inch Printed Voiles, white and pastel grounds, with beautiful floral designs; extra fine sheer quality, in pink, rose, light blue, old rose, etc., etc.

Goldenberg's—First Floor.

## Clearance of Millinery

Drastic Underpricing of Trimmed Hats  
Formerly Sold up to \$7.50—at

### \$3.66

Women who can find use this summer for another trimmed hat or two may choose from a great variety of the most beautiful summer millinery at a great saving in this clearance sale.



They are hats of charm and distinction, in a variety to meet every requirement. Georgette Crepe Hats, in navy, orchid, pink and white; hats of the true midsummer type with flowers, or in tailored and unusual ribbon-trimmed effects; Black Net and Maline Hats, wide brimmed or in smaller shapes, with draped satin crowns. Burnt ostrich in sweeping osprey effect add to their smart appearance.

### Sport Hats for Summer Wear

Combination Sport Hats of fancy braids and colored silk crown; priced at . . . **\$1.48**

Wenchow and Panamette Hats, with bands and bows of ribbon and velvet; priced at . . . **98c**

Goldenberg's—Second Floor.

## July Sale of Towels At Timely Savings

Hundreds of them—most every kind and size wanted for summer use—offered in this sale at prices that warrant your supplying your needs for a long time to come. Such a sale may not occur again for many months—take advantage of the savings.

**Heavy Double-thread Bleached Turkish Towels**, close-woven, absorbent grade, for bath use; neat blue borders. Sizes 20x35 inches. Worth 50c each. **39c**  
**Extra fine grade Turkish Towels**, plain white and fancy weaves, large size; heavy double-thread weaves. Worth 50c each. **59c**  
**All-white Turkish Towels**, fine close-woven grade, for face or bath use. Worth 50c each. **29c**

**Extra heavy Double-thread Huck Towels**, with space for monogram; all white; size 18x36 inches. **25c**  
**Hemmed Huck Towels**, fast-color red borders; suitable for hand or side towels. Firm-woven absorbent grade; size 18x25 inches. **12 1/2c**  
**Worth 16c**

Goldenberg's—First Floor.

Share in the Good Savings  
So Liberally Provided in This

## Sale of Notions

Take advantage of the low prices to "stock up" with all those little dressmaking needs you'll want for vacation use or for summer requirements.

**Kleinert's Baby Pants**, small, medium and large sizes; regular. **29c**  
**Cable Elastic**, three-quarter yard lengths; fine mercerized finish; black and colors; strip. **10c**  
**Clark's Anchor Brand Cotton**, black and white; for sewing or basting. **4c**  
**Dressmaker's Pins**, in bulk; quarter-pound boxes. **15c**  
**Featherstitch Braids**, white and colors; neat, pretty designs; piece. **10c**  
**La France Hair Wavers**, ten on card; simple and practical. **5c**  
**Pin Cushions**, assorted kinds; black, white and dull jet heads. **10c**  
**Tape Measures**, 60 in. long; metal tipped; pretty designs; piece. **3c**  
**Wash Cloths**, black or white; Turkish knitted kinds; factory seconds of regular 10c, 12c and 15c kinds. **6c**

Goldenberg's—First Floor.

## Knitting Classes Discontinued for Three Days.

Our Knitting Instructor will be absent three days next week—Tuesday, July 22, to Thursday, July 24, and during this time our regular knitting classes will be discontinued. Beginning Friday, July 25, classes will again open. During the absence of the instructor you are invited to make use of the department and do your knitting here.

**\$1.00 and \$1.50 Stamped Dresses at 69c**

The quantity is limited and will not last all day. Better come early if you want to share the savings. Ready-made and stamped dresses in various styles and sizes for babies and little children. Dresses of sheer nainsook, in sizes 6 months to 1 year. Repps and pique materials, in sizes 3 to 5 years. Choice at 69c each.

**59c Stamped Dresses, 39c**  
Children's Ready-made and Stamped Dresses, sheer white lawn, in assorted neat designs. Neatly made and require only embroidery to complete. Sizes, 1 to 3 years.

**75c Stamped Dresses, 48c**  
Children's Ready-made and Stamped Dresses, fine quality, sheer white lawn, in sizes 2 to 6 years; also of pink chambray, in sizes 4 to 6 years. Assorted designs; neatly made.

Goldenberg's—First Floor.



## Little Girls' Summer Dresses Specially Priced

Little Girls' Summer Dresses of colored lawns and white voiles, trimmed with plain colors. Large assortment of new and stylish models, high-waisted effects, with pretty collars, cuffs and sashes; full skirts with deep hems; broken sizes. Values worth from \$2.98 to \$5.98; priced at

### \$1.98 to \$3.98

Goldenberg's—Third Floor.

## \$1.89 Seamless 81x90

## Double-bed Size Sheets \$1.49

They're made for service, of one of the best wearing sheetings on the market today. A special purchase of a lot of sheets classed as "run-of-the-mill," because of trivial defects, brings this fine chance to save money on sheets of standard quality. 81x90 inches; full double-bed size; heavy round-thread grade; free from starch or dressing.

**\$2.25 Bleached Sheets, \$1.89**  
81x90 Seamless Bleached Sheets, extra heavy, round thread sheeting cotton; double-bed size. Finished with deep hems.

**45c Pillowcases, 35c**  
42x36 Bleached Pillowcases, firm quality; free from starch or dressing. Hand torn and ironed.

**\$3.00 Bedspreads, \$2.39**  
Crochet Bedspreads, full double-bed size; in Marcellise designs.

**\$4.50 Bedspreads, \$3.39**  
Crochet Bedspreads in heavy raised Marcellise patterns; full double-bed size; perfect quality.

**30c Bleached Cotton, 25c**  
36-inch Bleached Cotton, fine close woven, soft finish quality; for undergarments, etc.

**39c Unbleached Sheet, 29c**  
36-inch Unbleached Sheet, fine close woven, for making sheets, etc.

Goldenberg's—First Floor.

# July Clearance Sale Presents an Extraordinary

Hundreds of New Lots of Seasonable Merchandise and Still Further Reductions Planned to Make

Though all merchandise is becoming more valuable every day, this fact has not been allowed to interfere with our July at substantial reductions from today's market values. Throughout the entire store the opportunities for money-saving are wide

Our Fourth Floor Section Comes Forward Tomorrow With a Clearance Sale of

## \$12.95 Stenciled Grass Rugs



9-12 Foot, Room Size—  
Every Rug Perfect . . .

### \$8.45

This sale presents the biggest and best opportunity offered thus far to purchase rugs with all-the-year-round serviceability at tremendously fine savings. These Stenciled Grass Rugs are of heavy, firm-woven quality, strong and durable, and superior to many other makes of grass rugs. Excellent selection of patterns and colorings, including green, blue, tan and brown, in key, band or scroll borders, as well as floral and medallion designs. All are double warp and stenciled with very best paints.

**Stenciled Grass Rugs, size 4 1/2 ft. by 7 1/2 ft. Regular \$5.00 values at**

### \$3.45

**Odd Size Crex Rugs \$9 to \$12 Values at \$6.85**

Crex Rugs, each bearing the trademark ticket proving them to be the genuine Crex Rugs, in blue, brown or green stenciled designs. Sizes include 6x8 feet, 8x10 feet, 8x12 feet, 7x9 feet, 6x12 feet and 6x8 feet. Also 4 1/2 x 7 1/2 feet. These odd size rugs fill in many spaces around to a better advantage than the larger sizes. All strictly perfect quality.

**La Belle Rush & Wool & Fiber Rugs, Worth \$15 and \$16.50 at \$10.95**

8x10 feet La Belle Rush Rugs in handsome stenciled designs, in oriental, neat border and medallion patterns, colorings of rose, blue, tan, green and brown. Also Hodges' make Wool Fiber Rugs, large room size, 9x12 feet, in all the best and most desirable colorings.

**Stenciled Grass Rugs, size 3 ft. by 6 ft. Regular \$3.00 values at**

### \$1.88

**\$2.50 Congoleum Rugs, \$1.29**

Genuine Congoleum Rugs in oriental designs, light and dark colorings. Complete with border at sides and ends. Size 4 1/2 x 4 1/2 feet, just what is needed for small rooms and apartments.

**\$2.50 and \$2.95 Rag Rugs, \$1.95**

Fine grade Rag Rugs, made of new cretonnes, madras, and gingham; size 35 1/2 inches; in all the latest designs. Light or dark color, also 30x40 plain blue, brown, gold, gray and lavender, with arrow and band borders. (First Floor).

Goldenberg's—Fourth Floor.

## Waltke's Bath Soap, 2 Cakes for 9c

Waltke's Bath Soap, Turkish Bath and Witch Hazel; good quality toilet or bath soap.

—First Floor.

A Remarkable Underprice Sale Offering of Six Thousand Yards of

## Regular 75c White Organdy

40 Inches Wide, at **39c A Yard**

A wonderful opportunity to secure high-class white fabrics is offered in this sale of beautiful white organdy which we obtained at a great concession and pass along to you at savings of nearly one-half the established price.

Under prevailing market conditions, these organdies could not be sold for less than 75c a yard. Exceptionally sheer, transparent grade, of cobwebby fineness and beautiful texture, made of superior combed yarns, perfect in weave and possessing laundering qualities that make this material so desirable for charming summer waists and frocks of white. 40 inches wide. Sale price, 39c yard.

## 89c White Chiffon Voile 58c Yard Full 45 Inches Wide, at

A sale that will prove another sensation—beautiful, crisp, fresh new white Voiles, made of extra fine selected imported combed yarns, manufactured in the U. S. A. Exceptionally fine high count two-ply quality, richly mercerized, as soft and fine in texture as the costly georgette.

Three features of outstanding importance are the super-fine quality, the extra width, and the splendid washing quality. As the summer grows on the demand increases for white voiles—supply your wash dresses from this sale tomorrow.

**\$1.00 White Organdy, 79c**  
40-inch White Organdy, a fine sheer transparent grade, that launders perfectly. A beautiful white fabric for summer waists and dresses.

**\$1 White Gabardine, 79c**  
36-inch White Gabardine, a rich, lustrous finish quality, yarn mercerized. A grade that will give unlimited service.

**69c White Waistings, 49c**  
36-inch White Novelty Voile Waistings, extra fine sheer two-ply quality, in mercerized stripes, checks, broken plaids and neat figures.

**\$1.25 White Voile, 89c**  
40-inch White Chiffon Voile, a beautiful fine sheer two-ply quality, with handsome chiffon finish.

**89c White Skirting, 69c**  
36-inch White Novelty Skirting, a heavy firm yarn mercerized grade, gabardine grounds, with mercerized satin stripes. A novelty white fabric for suits and skirts.

**\$3.50 English Longcloth, \$2.79**  
36-inch English Longcloth, a fine chambray finish grade for summer lingerie. Full 12 yards in each piece.

**89c White Pique, 69c**  
36-inch White Pique, a heavy close woven quality, with stylish raised welts. For making skirts, etc.

**69c White Batiste, 49c**  
44-inch White Mercerized Batiste, a fine soft finish quality, for waists, dresses and lingerie.

**\$1.50 White Mercerized Satin, \$1.25**  
32-inch White Mercerized Wash satin, a yarn mercerized fabric that closely resembles the all day satin. Correct weight for stylish sports skirts and dresses.

Goldenberg's—First Floor.

## Scrim or Marquisette Curtains Worth \$2.50 Pair, at \$1.69

Pretty Scrim Curtains, with deep lace insertions, some three-piece sets, consisting of a pair of curtains and valance. Also mercerized Marquisette Curtains, with deep hemstitched hem. All 2 1/2 yards long, correct sill length.

**\$3.00 Summer Curtains, \$1.95 Pair**  
Pretty snowflake Summer Curtains, green or ecru color grounds, with blue, rose, brown, or green stripes. 40 inches wide and 2 1/2 yards long.

Goldenberg's—Fourth Floor.

## Sewing Machines Can Be Purchased on Weekly Payments

Some have been used for demonstrating, others slightly marred, but all in Perfect Working Condition.

**Willard Cabinet \$34.50**  
**Standard Machine, slightly marred, \$29.50**  
**Domestic Cabinet \$58.50**  
**Singer Machine \$29.75**  
**Domestic Sit-Rite \$40.00**  
**Cosmo Machine \$22.50**

**Willard Cabinet \$34.50**  
**Standard Machine, slightly marred, \$29.50**  
**Domestic Cabinet \$58.50**  
**Singer Machine \$29.75**  
**Domestic Sit-Rite \$40.00**  
**Cosmo Machine \$22.50**

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**Cosmo Machine \$22.50**

## Boys' Blue Serge Suits Sold Regularly up to \$14.50 Reduced to \$10.50

Navy blue pure Worsted Serge Suits, for boys from 7 to 18 years, in belted and waist-line Norfolk models, with full-lined and taped knickerbocker pants. Guaranteed fast color and sun-proof. Every suit well-tailored and of splendid wearing quality. Tomorrow at

### \$10.50

**Boys' Leatherette Belts**, in black, gray and tan; patent buckles; for boys from 8 to 18 years of age. Worth 50c. **39c**

**Boys' Wash Suits**, in Daddy, Billy Boy and Junior Norfolk models, all with straight knee pants. Good quality corded madras, chambray and percale; mostly in dark colorings. Guaranteed washable; light sizes 3 to 7 years. **\$1.15**

**Boys' Two-piece Pajamas**, of soft sette, in pink, white and light blue; sizes 6 to 16 years. Worth **95c**

**Boys' Golf Caps**, full shape; light checks, plaids and dark patterns; summer weight. **59c**

**Boys' Blouse Waists**, all with sport collar and short elbow length sleeves; size 35 1/2 inches; in blue and light striped effects. Size 8 to 14 years. **95c**

**Boys' Knickerbocker Pants**, of pure linen, gray, white, blue and tan panama cloth; sizes **\$1.39**

**Boys' and Children's Summer Hats**, in straw, white and blue; models of various kinds of cotton materials and colorings; suitable for children from 2 to 7 years of age. Values worth 50c. **29c**

Goldenberg's—Third Floor.

## Plaid Dress Gingham Worth 50c yard, at 39c

200 pieces of 32-inch Plaid Dress Gingham, in a large assortment of this season's newest and choicest colorings and styles, such as checks, stripes and plain colors. Nothing more desirable for women's and children's wear. Warranted fast colors.

**39c Percales, 29c**  
32-inch Percales; light grounds in a large variety of checks, stripes, dots and figures. A fine soft finish grade, for men's and boys' shirts, women's and children's wear. Warranted fast colors.

**50c Kiddie Cloth, 39c**  
32-inch Kiddie Cloth; dark grounds, in navy blue, Copenhagen, tan, brown, green, etc. in stripes and checks. A heavy, firm-woven grade, especially desirable for boys' waists, women's and children's dresses. Guaranteed fast colors.

Goldenberg's—First Floor.

## 3,000 Yds. of 59c, 79c and 98c Cretonnes and Reps at 37c a Yard

The most wanted styles for summer home decorations, draperies, curtains, etc. A clean-up of a manufacturer's mill ends of high-grade materials, in lengths ranging from 2 to 8 yards, and as many as 50 yards of most every one of the beautiful patterns. These are Washable Cretonnes and Mercerized Reps of exceptionally fine, heavy grade and all are 36 inches wide. Colors warranted fast.

Here for your selection are handsome bird, floral, striped, woodland and tapestry designs, in almost every color and combination.

First Floor—Bargain Tables.

## Men's Regular 29c Lisle Hosiery 17c Pair

Men's Gauze Lisle Hosiery, with double heel, toe and sole, in black, white, cordovan, tan and gray. Because of slight manufacturer's imperfections we bought them to sell at 17c a pair.

—First Floor.

## 89c Sofa Cushions at 59c

Sofa Cushions, sizes 20x26 and 22x22, covered with fine quality white cambric, filled with soft, fluffy silk floss.

Goldenberg's—Fourth Floor.

## Bungalow Aprons at \$1.39

Women's Bungalow Aprons of good quality neat light and medium color percale; made with wide cuffs, sleeves and pockets. Full but size. Goldenberg's—Third Floor.